
MOTHER PEARL

WHEN SIPPING BUBBLE TEA, THE SPRING-LOADED PEARLS OF TAPIOCA INSTANTLY DEMANDS OUR ATTENTION. CONFRONTED BY THE UNAPOLOGETIC CHEW OF THE PEARLS, WE UNCONSCIOUSLY TRANSCEND INTO A STATE OF UNEXPECTED SATISFACTION.

WITH AN OPPORTUNITY TO REVOLUTIONISE THE TRADITIONAL BUBBLE TEA LANDSCAPE IN ASIA, OUR APPROACH WAS TO CREATE A SIMPLE AND MEMORABLE BRAND IDENTITY SYSTEM THAT RESONATES WITH ITS AMBITION TO SCALE GLOBALLY.

A PIONEERING ADVOCATE FOR HEALTHY TEAHOUSES IN HONG KONG, MOTHER PEARL ENCAPSULATES THE DEEPLY IMMERSIVE BUBBLE TEA DRINKING EXPERIENCE THROUGH ITS MAGICAL CONCOCTIONS. SERVING AS A VESSEL FOR THE SENSATIONS THAT EMERGE FROM SIPPING BUBBLE TEA, THE NEGATIVE SPACE IN ITS ICON EVOLVES WITH SEASONAL AND FLAVOUR CHANGES.

FROM THE CLOUD OF PEARL-SHAPED LIGHTS FLOATING ABOVE, TO THE DARK OLIVE GREEN FACADE THAT OPENS A PORTAL TO A MYSTICAL UNIVERSE, MOTHER PEARL EXPRESSES DIMENSION THROUGH ITS ORGANIC MATERIALITY, DRAWING THE CONSUMER DEEPER INTO THE SWEETNESS OF THE PRESENT.

DESIGNER A WORK OF SUBSTANCE

LOCATION MOTHER PEARL, 25 LYNTHURST TERRACE, CENTRAL, HONG KONG

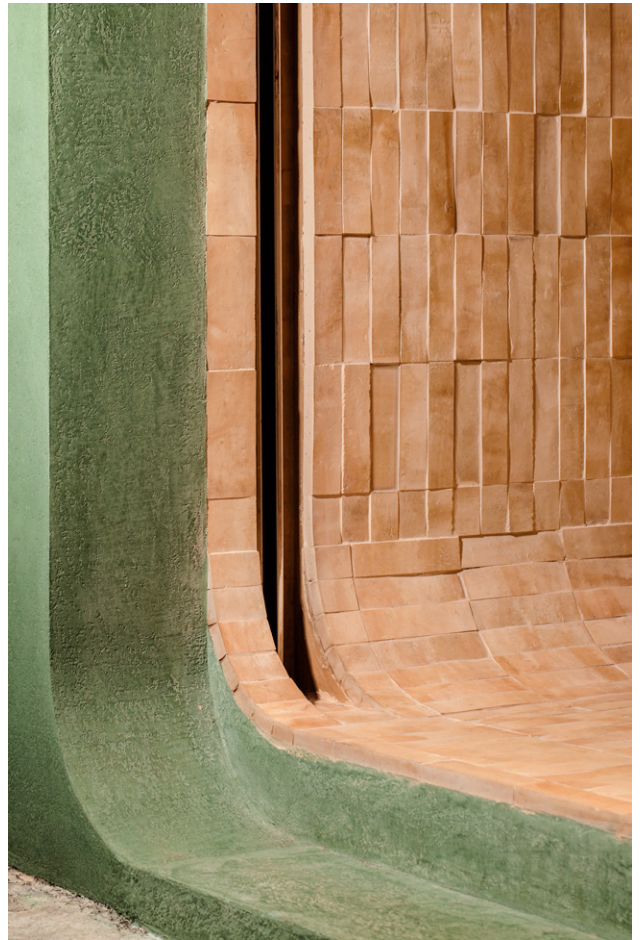
AREA 350 SQFT.

COMPLETION DATE 2020

SCOPE OF WORK BRANDING, INTERIOR

PHOTOGRAPHER AMANDA KHO





A WORK OF SUBSTANCE

WE ARE A COLLECTIVE OF PASSIONATE EXPLORERS FROM 15 COUNTRIES. WE EXERCISE THE ART OF FORGETTING WHAT WE KNOW AND LOOK TO MAPS OF THE PAST, AS WE SCAVENGE FOR VIBRANT STORIES ABOUT THE PEOPLE AND CULTURES THAT OUR DESIGNS INHABIT.

WITH THE INTENTION OF RESPECTING OUR INTRINSIC RELATIONSHIP WITH THE ENVIRONMENT, WE ARE DEDICATED TO NOURISHING AND STRENGTHENING THE COMMUNITIES THAT WE TOUCH, TO CONSCIENTIOUSLY USING OUR PLANET'S RESOURCES, AND TO ACTIVELY UPHOLDING OUR INTEGRITY BY TELLING STORIES THROUGH DESIGN. WE BELIEVE THAT DESIGN IS A LABOUR OF LOVE AS MUCH AS IT IS A LOVE FOR LABOUR. IN OUR QUEST TO HARNESS THE POWER OF SUSTAINABLE DESIGN TO IMPROVE LIVES, WE REVEL IN THE INTENSE RUMINATIONS OF THE FUTURE OF OUR WORLD, IN THE SCRUPULOUS REFINEMENT OF DETAILS, AND IN THE THOUGHTFUL EXPLORATION OF THE RITUALS THAT MOLD OUR IDEAS INTO SHAPE.

OUR TEAM OF STRATEGISTS, EDITORS, GRAPHIC DESIGNERS, ARCHITECTS, LANDSCAPE DESIGNERS, INTERIOR DESIGNERS, PRODUCT DESIGNERS ALLOW US TO SHAPE EVERY SINGLE TOUCH POINT. OUR DESIGNS ARE AN OPPORTUNITY TO ENTERTAIN A CONVERSATION WITH YOUR GUESTS, WHICH IS ESSENTIALLY WHAT CREATES A ONE OF A KIND EXPERIENCE.

EACH DESIGN ELEMENT IS A TOOL TO MAINTAIN THAT CONVERSATION. IT IS AN INVITATION TO INTERACT AND TO CONTEMPLATE, ENTERTAINING RITUALS AND CREATING HABITS.

IT IS AN OPPORTUNITY TO TELL YOUR STORY AND TO TELL A STORY THAT NO ELSE IS TELLING.

WEBSITE: [HTTP://WWW.AWORKOFSUBSTANCE.COM/](http://www.aworkofsubstance.com/)

INSTAGRAM: [@AWORKOFSUBSTANCE](https://www.instagram.com/aworkofsubstance)

MAXIME DAUSTRESME

FOUNDING PARTNER AND CREATIVE DIRECTOR

AT THE ROOT OF MAXIME DAUSTRESME'S STORY IS PASSION—A FAMILY'S PASSION FOR CREATIVITY AND TRAVEL. GROWING UP, HE WAS SURROUNDED BY ASIAN ANTIQUITIES AND WORKS OF 20TH-CENTURY MASTERS. MAXIME HIMSELF HAD AN ITINERANT CHILDHOOD IN BRAZIL, KOREA, JAPAN, FRANCE, AND THE USA, WHICH HELPED HIM DEVELOP A KEEN EYE FOR BEAUTY AND CULTURE.

HE HAS A DEEP UNDERSTANDING OF THE DESIGN PROCESS AT EVERY STAGE. HE STARTED HIS CAREER JOINING THE PRESTIGIOUS CHRISTIAN DE PORTZAMPARC ATELIER OF ARCHITECTURE IN PARIS, AND LATER SPENT SEVERAL YEARS IN NEW YORK, MIAMI, SHANGHAI AND HONG KONG WITH TBWA, OGILVY & MATHER AND DDB. IN 2011 HE ESTABLISHED THE BRANDING AND DESIGN CONSULTANCY AGENCY SUBSTANCE IN HONG KONG, NOW WITH A PRESENCE IN PARIS AND STOCKHOLM.

A LOVE OF RESEARCH AND HISTORICAL STYLE HAS GIVEN HIM A DEEP RESPECT FOR THE PAST. HAVING LIVED IN HONG KONG FOR ALMOST A DECADE, HE HAS CONTRIBUTED TO THE REVIVAL OF ITS DISTINCT CULTURE BY CREATING NOSTALGIC AND AUTHENTIC PIECES WITH CONTEMPORARY FLAIR. THIS INTENT OF CULTURAL REJUVENATION IS CARRIED IN EVERY DETAIL OF THE FLEMING PROJECT.

FOR PRESS ENQUIRIES, PLEASE CONTACT:

WYNLIM WONG

PR & PROJECT MANAGER

WYNLIM@SUBSTANCE.HK